Orders Order / Rev: 206822 06853677 Alt Order #: 9/18-9/24 SENATE MAJORITY PAC Product Desc: 1814 Estimate: 09/18/12 - 09/24/12 Petry Philadelphia Flight Dates: Primary AE: Sales Office: 09/18/12 / 09/18/12 P-PHI Original Date / Rev: Order Type: REG Sales Region: Nat **Waterfront Strategies** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 1010 Wisconsin Avenue EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: POL/Majority PAC New Business Thru: Demographic: A35+ **Product Codes:** PL2 Order Separation: 00:15:00 Priority: P2 Advertiser External ID:

Bill Plan

08/27/12

Totals Start Date **End Date** # Spots Gross Amount Net Amount

7

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	7	\$3,900.00	\$3,315.00	0.00
Totals	7	\$3,900.00	\$3,315.00	0.00

IN14921

Agency External ID:

Print Date 09/18/12 19:01:06

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

\$3,315.00

AGY, POL, POL-ISS

\$3,900.00

Order Share	Share	Total
WAVY	40%	\$3,900.00
Market	100%	\$9.750.00

Revenue Codes:

09/24/12

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	36%	\$3,510.00
WTVZ	0%	\$0.00
WVBT	13%	\$1,267.50
WVEC	11%	\$1,072.50

_1	_n C	h	Start	End	Inventory Cod	le Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 W	AVY	09/24/12	09/24/12	WAVY News @	Sunrise CM	5a-6a	M-		:30	1	\$700.00 P1	0.00 NM	1	\$700.00
					WAVY News @	Sunrise									
	WA	AVY N	EWS-5A												
		Start	Date [End Date	Weekdays	Spots/Week	Rate	Rating	1						
	Week	k: 09/2	4/12	09/30/12	M	1	\$700.00	0.00	5						
Е	2 W/	AVY	09/23/12	09/23/12	WAVY News 10) Sunday@M	7a-8a		S	:30	1	\$800.00 P1	0.00 NM	1	\$800.00
					WAVY News 10	0 Sunday 7a									

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WAVY

Totals

\$3,900.00

Order / Rev: 206822

> 9/18-9/24 SENATE MAJORITY PAC 06853677 Product Desc:

Advertiser:

POL/Majority PAC

Alt Order #:

Flight Dates: 09/18/12 - 09/24/12 Estimate: 1814

Ln Ch St	art End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Start Da Week: 09/17/12	te End Date	Weekdays	Spots/Week 1	Rate \$800.00	Rating 0.00						
E 3 WAVY 09/2		Today Show 2 Today Show 2	СМ	9a-10a	M	:30	1	\$500.00 P1	0.00 NM	1	\$500.00
TODAY SHV	V2-NBC										
Start Da Week: 09/24/12		Weekdays M	Spots/Week 1	Rate \$500.00	Rating 0.00						
E 4 WAVY 09/2	24/12 09/24/12	WAVY News 10 @ News 10 @ Noor		12p-1p	M	:30	1	\$300.00 P1	0.00 NM	1	\$300.00
WAVY NEW	S10-NN										
Start Da Week: 09/24/12		<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 6 WAVY 09/2	24/12 09/24/12	Tonight Show/Jay Tonight Show w/l		1134p-1237a	M	:30	1	\$500.00 P1	0.00 NM	1	\$500.00
TONITE SH	W-NBC<	3									
Start Da Week: 09/24/12		Weekdays M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 7 WAVY 09/2	22/12 09/22/12	SNL	CM	1130p-103a	S-	:30	1	\$800.00 P2	0.00 NM	1	\$800.00
		Saturday Night Li	ve								
SAT NITE LI	VE										
Start Da		Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/17/12	2 09/23/12	S-	1	\$800.00	0.00						
N 8 WAVY 09/2	24/12 09/24/12	Today Show 3	CM	10a-11a	M	:30	1	\$300.00 P2	0.00 NM	1	\$300.00
		Today Show 3									
Start Da		Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	2 09/30/12	M	<u> </u>	\$300.00	0.00						